CLAIMS

What is claimed is:

1. A method to provide digital content to a content destination, the method comprising:

providing a plurality content provider identifiers to the content destination for display on an a display device, wherein each content provider identifier is associated with a content provider;

monitoring user selection of one of the plurality of content provider identifiers; and

communicating at least one available content identifier to the content destination in response to the user selection of a content provider identifier, the available content identifier being associated with the content provider identifier.

2. The method of claim 1, wherein each content provider identifier is associated with a plurality of available content identifiers arranged in a hierarchical fashion.

3. The method of claim 2, wherein at least one available content identifier relates to digital content that is selectively rendered to the content destination upon selection of the at least one available content identifier.

4. The method of claim 2, wherein at least one available content identifier relates to a group of digital content, the group including at least one further available content identifier that identifies digital content that is available for communication to the media terminal upon selection of the at least one further available content identifier

5. The method of claim 2, wherein each content provider identifier has an associated link that links the content destination to the content provider upon selection of the content provider identifier, the content provider providing the at least one available content identifier to the user.

6. The method of claim 2, wherein the content destination communicates an HTML request associated with the available content identifier.

7. The method of claim 1, which comprises selectively communicating digital content associated with an available content identifier to the content destination independently of the content distributor.

8. The method of claim 1, wherein the content provider identifiers are included in a communication between a content distributor and the content destination.

9. The method of claim 1, wherein the content provider identifiers are icons that visually identify an associated content provider.

10. The method of claim 1, which comprises selectively communicating digital content associated with an available content identifier via a cable head-end of a cable network to the content destination.

11. The method of claim 10, which comprises:

receiving digital content via a content distribution network at the cable head-end, the digital content being communicated using a TCP/IP format; and

converting the digital content from the TCP/IP format to an MPEG format at the cable head-end.

12. The method of claim 11, wherein the converting is done on-the-fly.

13. The method of claim 1, which comprises communicating the user selection to a digital rights network.

14. A method to provide digital content on a media terminal, the method including:

receiving a plurality of content provider identifiers via a content distribution network, each content provider identifier being to identify an associated content provider;

generating a graphic user interface to display the content provider identifiers to a user on a display device;

monitoring selection of one of the plurality of content provider identifiers by a user;

communicating a request associated with the a selected content provider;

receiving at least one available content identifier that identifies digital content available from the content provider;

generating a graphic user interface to display the available content identifiers to the user on the display device.

15. The method of claim 14, which comprises;

monitoring selection of an available content identifier by the user; and

communicating an HTML request associated with an available content identifier to a content provider.

16. A machine-readable medium for storing a set of instructions that, when executed by a machine, cause the machine to:

provide a plurality content provider identifiers to a content destination for display on a display device, wherein each content provider identifier is associated with a content provider;

monitor user selection of one of the plurality of content provider identifiers; and

communicate at least one available content identifier to the content destination in response to the user selection of a content provider identifier, the available content identifier being associated with the content provider identifier.

17. A system to provide digital content to a content destination, the system comprising:

a plurality of digital content providers;

a content distribution network; and

a plurality of media terminals, wherein

a plurality of content provider identifiers are provided via the content distribution network to the media terminal for display on a display device, each content provider identifier being associated with one of the plurality of digital content providers; and

user selection of one of the plurality of content provider identifiers is monitored and, in response to the user selection of the content provider identifier, at least one available content identifier is communicated to the media terminal, the available content identifier being associated with the content provider identifier.

18. The system of claim 17, wherein the plurality of content providers communicate digital content via content distribution network to a cable head-end in response to the user selection.

19. The system of claim 18, wherein digital content is communicated to the cable head-end using TCP/IP protocol, the system comprising a format converter provided at the cable head-end to convert the TCP/IP format to an MPEG format for communication to the user terminal via a cable network.

20. The method of claim 17, wherein an HTML request is generated in response to the user selection of a content provider identifier, the HTML request being

communicated to a content provider associated with the selected content provider identifier which, in response thereto, communicates at least one available content identifier to a web browser of the media terminal.

21. A system to provide digital content to a content destination, the system comprising:

means to provide a plurality content provider identifiers to a media terminal for display on an associated display device, wherein each content provider identifier is associated with a content provider;

means to monitor user selection of one of the plurality of content provider identifiers; and

means to communicate at least one available content identifier to the media terminal in response to the user selection of a content provider identifier, the available content identifier being associated with the content provider identifier.